

Interviews: N=697 Likely Voters in Massachusetts
Interviewing Period: June 1-3 and June 8-10, 2014
Margin of Error = ± 3.7% (± 4.7% for Democratic primary)
Designed and Directed by: SocialSphere, Inc.
Mode: Live Landline and Cell Phone via Registration Based Sample



Note: The sum of percentages for each question may not add up to 100% as each response is rounded to the nearest percent.

INTERVIEWER: Good evening. My name is _____ calling on behalf of ADG, a national research firm. We are conducting an opinion poll of residents in Massachusetts on issues facing the state and you have been randomly selected to participate. I assure you that your answers will be kept completely confidential and this is not a sales call – we are only interested in your opinions. May I please speak to the youngest [MALE/FEMALE] 18 years of age or older in your household?

	Wave 1 5/29 – 6/3	Wave 2 6/1-3, 6/8-10
1. Are you registered to vote at this address?		
Yes	100%	100%
2. When it comes to voting, with which party do you consider yourself to be affiliated?		
NET: Democrat	36%	35%
Strong Democrat	26%	27%
Not a very strong Democrat.....	10%	9%
NET: Republican	13%	13%
Strong Republican	8%	9%
Not a very strong Republican	5%	4%
NET: Independent/Unenrolled	51%	52%
Leans Democrat	17%	18%
Leans Republican.....	14%	15%
Does not lean either way	20%	19%
3. In November, there will be a general election in Massachusetts for Governor, Treasurer, State Representative and ballot initiatives, among other races. How likely is it that you will vote in this general election in November? Will you definitely be voting, will you probably be voting, are you 50-50, or do you think you probably won't be voting in this election?		
	n=668	n=778
Definitely be voting	77%	75%
Probably	13%	15%
50-50	5%	6%
Probably won't be voting	4%	4%
Don't know	1%	1%
	n=602	n=697
Definitely be voting	85%	82%
Probably	15%	18%
All others were terminated.....	-	-

4. Using a scale from 0 to 10, regardless of how likely you are to vote, how enthusiastic are you about this election (November general election)?

	Wave 1 5/29 – 6/3	Wave 2 6/1-3, 6/8-10
NET: Not Enthusiastic	10%	11%
0 - Not at all enthusiastic	5%	4%
1.....	1%	2%
2.....	4%	5%
NET: Neutral +/-	56%	64%
3.....	4%	5%
4.....	5%	13%
5.....	26%	23%
6.....	9%	10%
7.....	12%	13%
NET: Enthusiastic	30%	23%
8.....	11%	10%
9.....	3%	4%
10 - Extremely enthusiastic	16%	9%
Don't Know/Refused	2%	2%

5. This September, there will be a Democratic primary for Governor in Massachusetts. How likely is it that you will vote in this primary in September? Will you definitely be voting, will you probably be voting, are you 50-50, or do you think you probably won't be voting in this election?

	n=523	n=609
NET: Likely to vote	73%	73%
Definitely be voting	53%	52%
Probably be voting.....	20%	21%
NET: Less likely	24%	26%
50-50	11%	12%
Probably won't be voting	13%	14%
Don't know/Refused	3%	2%

Wave 1 **Wave 2**
5/29 – 6/3 **6/1-3, 6/8-10**

6. Using a scale from 0 to 10, regardless of how likely you are to vote, how enthusiastic are you about this election (September Democratic primary)?

	n=523	n=609
NET: Not Enthusiastic	18%	18%
0 - Not at all enthusiastic	10%	10%
1.....	3%	3%
2.....	5%	5%
NET: Neutral +/-	55%	59%
3.....	4%	5%
4.....	5%	12%
5.....	27%	23%
6.....	10%	11%
7.....	9%	9%
NET: Enthusiastic	26%	20%
8.....	8%	7%
9.....	5%	5%
10 - Extremely enthusiastic	14%	8%
Don't Know/Refused	2%	2%

7. In general, would you say things in Massachusetts are headed in the right direction or are they off on the wrong track?

Right direction.....	44%	47%
Wrong track	40%	37%
Mixed (vol.).....	12%	11%
Don't know	4%	5%

Now I am going to read you the names of some people active in government and politics. For each one, please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of that person. If you are unfamiliar with the name, just say so. Here's the first one [INSERT NAME]. What is your opinion of [INSERT NAME]?

8. Charlie Baker.

NET: Favorable	44%	43%
Very favorable	9%	10%
Somewhat favorable.....	34%	33%
NET: Unfavorable	20%	21%
Somewhat unfavorable.....	12%	15%
Very unfavorable	8%	6%
Recognize name but can't rate.....	15%	14%
Don't recognize.....	22%	22%

	<u>Wave 1</u> 5/29 – 6/3	<u>Wave 2</u> 6/1-3, 6/8-10	<u>Wave 2 Dem LV</u> (n=442)
9. Martha Coakley.			
NET: Favorable	56%	57%	71%
Very favorable	24%	22%	30%
Somewhat favorable	32%	35%	41%
NET: Unfavorable	36%	34%	22%
Somewhat unfavorable	19%	17%	15%
Very unfavorable	18%	17%	7%
Recognize name but can't rate	4%	6%	5%
Don't recognize	3%	3%	2%
10. Steve Grossman.			
NET: Favorable	35%	32%	37%
Very favorable	9%	7%	10%
Somewhat favorable	25%	25%	27%
NET: Unfavorable	11%	13%	10%
Somewhat unfavorable	8%	9%	7%
Very unfavorable	3%	4%	2%
Recognize name but can't rate	15%	18%	17%
Don't recognize	39%	37%	36%
11. Juliette Kayyem.			
NET: Favorable	10%	10%	14%
Very favorable	2%	2%	2%
Somewhat favorable	7%	8%	12%
NET: Unfavorable	3%	3%	2%
Somewhat unfavorable	2%	2%	1%
Very unfavorable	1%	1%	1%
Recognize name but can't rate	11%	10%	10%
Don't recognize	77%	77%	73%

	<u>Wave 1</u> 5/29 – 6/3	<u>Wave 2</u> 6/1-3, 6/8-10	<u>Wave 2 Dem LV</u> (n=442)
12. Don Berwick.			
NET: Favorable	8%	8%	12%
Very favorable	3%	3%	4%
Somewhat favorable	5%	5%	8%
NET: Unfavorable	3%	4%	3%
Somewhat unfavorable	1%	2%	1%
Very unfavorable	1%	2%	2%
Recognize name but can't rate	6%	6%	6%
Don't recognize	83%	82%	79%

13. Joe Avellone.			
NET: Favorable	7%	7%	7%
Very favorable	1%	1%	1%
Somewhat favorable	5%	5%	6%
NET: Unfavorable	4%	5%	4%
Somewhat unfavorable	3%	3%	2%
Very unfavorable	1%	1%	2%
Recognize name but can't rate	11%	11%	12%
Don't recognize	78%	78%	77%

14. If the Democratic primary for Governor were held today and the candidates were Joe Avellone, Don Berwick, Martha Coakley, Steve Grossman and Juliette Kayyem -- for whom would you vote?	
Martha Coakley	49%
Steve Grossman	14%
Don Berwick	3%
Juliette Kayyem	3%
Joe Avellone	2%
Don't know	30%

15. If the Democratic primary for Lieutenant Governor were held today and the candidates were James Arena-DeRosa, Leland Cheung, Steve Kerrigan and Mike Lake -- for whom would you vote?	
Steve Kerrigan	5%
Leland Cheung	5%
Mike Lake	3%
James Arena-DeRosa	3%
Don't know	85%

<u>Wave 1</u> 5/29 – 6/3	<u>Wave 2</u> 6/1-3, 6/8-10	<u>Wave 2 Dem LV</u> (n=442)
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16. If the Democratic primary for Attorney General were held today and the candidates were Maura Healey and Warren Tolman -- for whom would you vote?

Maura Healey	22%
Warren Tolman.....	20%
Don't know.....	58%

17. If the Democratic primary for Treasurer were held today and the candidates were Thomas Conroy, Barry Finegold and Deb Goldberg -- for whom would you vote?

Barry Finegold	12%
Deb Goldberg	11%
Tom Conroy.....	8%
Don't know.....	69%

Wave 1 **Wave 2**
5/29 – 6/3 **6/1-3, 6/8-10**

18. If the general election for Governor were held today and the candidates were, Charlie Baker, the Republican, **Martha Coakley**, the Democrat, Evan Falchuk, the United Independent candidate and Jeff McCormick, the Independent -- for whom would you vote?

Martha Coakley	37%	42%
Charlie Baker	32%	31%
Jeff McCormick.....	7%	6%
Evan Falchuk.....	2%	1%
Don't know	22%	20%

19. If the general election for Governor were held today and the candidates were, Charlie Baker, the Republican, **Steve Grossman**, the Democrat, Evan Falchuk, the United Independent candidate and Jeff McCormick, the Independent -- for whom would you vote?

Charlie Baker.....	32%	31%
Steve Grossman.....	26%	28%
Jeff McCormick.....	8%	7%
Evan Falchuk.....	2%	1%
Don't know	31%	33%

20. If the general election for Governor were held today and the candidates were, Charlie Baker, the Republican, **Juliette Kayyem**, the Democrat, Evan Falchuk, the United Independent candidate and Jeff McCormick, the Independent -- for whom would you vote?

Charlie Baker.....	36%	36%
Juliette Kayyem	20%	20%
Jeff McCormick.....	7%	7%
Evan Falchuk.....	2%	1%
Don't know	36%	36%

21. If the general election for Governor were held today and the candidates were, Charlie Baker, the Republican, **Don Berwick**, the Democrat, Evan Falchuk, the United Independent candidate and Jeff McCormick, the Independent -- for whom would you vote?

Charlie Baker.....	37%	36%
Don Berwick	18%	20%
Jeff McCormick.....	9%	7%
Evan Falchuk.....	2%	1%
Don't know	35%	36%

	Wave 1 5/29 - 6-3	Wave 2 6/1-3, 6/8-10
22. If the general election for Governor were held today and the candidates were, Charlie Baker, the Republican, Joe Avellone , the Democrat, Evan Falchuk, the United Independent candidate and Jeff McCormick, the Independent -- for whom would you vote?		
Charlie Baker.....	36%	36%
Joe Avellone.....	17%	19%
Jeff McCormick.....	9%	8%
Evan Falchuk.....	2%	1%
Don't know.....	36%	37%
23. When it comes to most political issues, do you think of yourself as a...?		
Liberal.....	30%	33%
Moderate.....	37%	36%
Conservative.....	29%	29%
Don't know.....	4%	2%
24. As a moderate, which way do you lean?		
	n=221	n=252
Liberal.....	35%	35%
Moderate.....	25%	26%
Conservative.....	36%	36%
Don't know.....	4%	3%
25. Could you please tell me your age?		
18 to 34.....	13%	14%
35 to 44.....	11%	14%
45 to 54.....	21%	21%
55 to 64.....	28%	27%
65 and over.....	24%	25%
Decline to answer.....	2%	-
26. What was the last grade you completed in school?		
0-11.....	2%	1%
High school grad.....	16%	14%
Technical/ Vocational.....	2%	2%
Some college.....	17%	17%
College grad.....	29%	33%
Graduate degree.....	34%	32%
Decline to answer.....	1%	1%

Wave 1	Wave 2
5/29 – 6/3	6/1-3, 6/8-10

27. The next question is about the total income of YOUR HOUSEHOLD for the PAST 12 MONTHS. Please include your income PLUS the income of all members living in your household.

\$50,000 or less	15%	12%
More than \$50,000, but less than \$75,000	13%	14%
More than \$75,000, but less than \$100,000	14%	13%
More than \$100,000, but less than \$150,000	18%	19%
More than \$150,000	19%	20%
Don't know	4%	4%
Decline to answer	16%	18%

28. Are you now married, widowed, divorced, separated, never married, or living with a partner?

Married	69%	71%
Never Married	13%	13%
Divorced	6%	6%
Widowed	6%	5%
Living with partner	3%	2%
Separated	1%	1%
Decline to answer	2%	1%

29. What particular ethnic group or nationality do you consider yourself a part of or feel closest to?

White	84%	85%
Non-White	12%	11%
Don't know/ Refused	4%	4%

30. Are you, or is any member of your household a union member? If yes, is it a public sector union or a private sector union?

NET: Union	23%	24%
Public sector	16%	17%
Private sector	5%	5%
Both unions	2%	2%
No	74%	72%
Don't know/Refused	2%	3%

	Wave 1 5/29 - 6-3	Wave 2 6/1-3, 6/8-10
31. County		
Middlesex	25%	24%
Essex.....	11%	11%
Norfolk	11%	12%
Worcester	11%	12%
Suffolk.....	10%	10%
Plymouth.....	8%	7%
Bristol.....	7%	7%
Hampden	5%	5%
Barnstable	3%	3%
Hampshire	3%	3%
Berkshire	2%	2%
Dukes	2%	2%
Franklin.....	2%	1%
32. Gender		
Male.....	48%	47%
Female.....	52%	53%

Methodology

This tracking poll was designed and directed by SocialSphere, Inc. and conducted by landline and cell phone between June 1 and June 3 and June 8 and 10, 2014 among a random sample of N=697 likely, registered voters in Massachusetts (including n=442 with likely voters in the Democratic primary). The margin of error for the total sample is ± 3.7 points at the 95% confidence interval, and ± 4.7 points for the Democratic primary electorate. Sampling and data collection (live interviewing) was performed by American Directions Group.